

A WORKFLOW MANAGEMENT SYSTEM FOR GENERATING
OUTPUT MATERIAL BASED ON CUSTOMER INPUT

ABSTRACT

Disclosed is a method, system, and program for an automated creation and
5 delivery system for generating customer output information. A customer record in a
first database table is interactively generated to include fields specifying at least one
product, preferences, and a selected output method to deliver output material on the
product specified in the customer record. At least one customer record in the first
database is received and at least one content file is accessed by processing a second
10 database table using values in one received customer record. The content of each
accessed file is then generated into the output material. A selected one of a plurality
of delivery options is determined from the customer record and the output material is
transmitted via the determined delivery option to the customer specified in the
customer record.